BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 18 Branding**
Learning aim(s)	**A:** Investigate the role of branding in a selected business
Assignment title	**Brand impact**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are on work placement at a large local business. Your line manager has asked you to show your knowledge and understanding of the business by writing a blog post suitable for uploading to the business intranet on the impact of branding on the business.
Task 1	You have been asked to write an individual blog post on a large business of your choice. This should be a business in your local area if possible. The blog will evaluate the impact of branding on that selected business. **Independent Research on Business X** You should start by choosing **one** suitable, local (or other) large business with a reputation for strong brands. You will need to carry out research into their branding. This research will be used in the blog post to illustrate how branding is used by the business, and its impact on the business. **The Blog Post - How branding impacts on Business X** You should begin by introducing the large business and its brands. In the body of your article you must examine branding in detail in the context of the selected business. Using examples from your research: ● explore the principles the large business use in their branding, ensuring you make reference to the target audience, consumer feelings and connections with these brands, and how branding is part of its marketing mix ● explain how brands can be an asset to the large business, and the ways in which the business protects its brands ● analyse the advantages and disadvantages of branding to the large business, to include the link between branding and achieving the aims of the large business e.g. an increase in market share, and improved competitive advantage. Your blog should give careful consideration to the impact of branding on this business, use your research to make

	reasoned judgements and come to a supported conclusion.
Checklist of evidence required	Content for blog post Independent research record

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
18/A.D1	Evaluate the impact of branding on a selected large business
18/A.M1	Analyse the advantages and disadvantages of branding to a selected large business
18/A.P2	Explain how brands can be an asset to a selected large business
18/A.P1	Explore the principles of branding for a selected large business

Sources of information to support you with this Assignment	**Websites** **www.cim.co.uk** The Chartered Institute of Marketing (CIM) website has a wide range of content and materials include articles and blogs. **www.designcouncil.org.uk/news-opinion/power-branding** The Design Council produces guides e.g. on the subject of branding. This includes what it is, how it works and how a business can use it to help improve its business or the perception of its service. **www.thedrum.com/topics/branding** The Drum is a global media platform and marketing website that shares the latest industry news from around the globe.
Other assessment materials attached to this Assignment Brief	None

Notes to the assessor *(to be removed before distribution to learners):*

Approach to teaching and learning to support learners to *'get it right first time'*	Pearson expects that before the assignment brief is distributed to learners they should have already: ● attempted formative assessment tasks that replicate important elements of the activities to be carried out in this assignment ● received feedback on how they performed including what they did well and how they can further improve including both the quality of their work and the way they went about their work. It would be most beneficial for learners to explore the individual elements of the assignments task before attempting to put them all together in a mock assessment. This will help learners to do their best first time and reduce the likelihood of learners needing to do a resubmission.
The scenario	The 'scenario' can be adapted to any situation that would allow the learner to carry out research on branding and its impact on a large business. It is important that the business should be selected individually

	by the learner and not led by the teacher. The assignment provides a realistic vocational context for the learning aim. It would not be good practice to artificially force this assignment into a 'vocational role' that is either: a) not realistic to the level of the learner/qualification b) not directly relevant to the qualification.
The task	The task set is holistic and allows the learner to be assessed against what is a continuum of effectiveness. Therefore, learners should not be asked to complete separate tasks for each criterion. Evidence submitted must be produced by the individual learner, and **not** as a contribution as part of a team. This means that although the learners may carry out research into branding with other learners the evidence submitted must be individual and not a team effort. Centres may adapt the task providing the requirements of the assessment is maintained and are encouraged to use the Assignment Checking Service available to centres if they do so.
Evidence checklist	For this instance, the content of a blog post and research evidence would allow the opportunity for the learner to provide evidence for learning aim A. It is important that the evidence provided can be independently authenticated by both an Internal Verifier (IV) and a Standards Verifier (SV). It is, therefore, required that there is evidence of research taking place. Annotated screen prints of secondary research and collated results of primary research would support the evidencing of this learning aim.
Sources of information to support you with this Assignment	Sources of information should directly support the learner to complete the assignment. Sources of information are not intended to form additional teaching and learning. Centres should ensure that all teaching and learning has been completed before distributing the assignment to learners. It is advisable that a mixture of theoretical sources and sources directly contextualised to branding will give learners the best opportunity to achieve their best.
Other materials	This Authorised Assignment Brief does not include any materials to support learners. It is expected that learners produce their own evidence and the provision of templates **is not appropriate**.
Your assessment decision	You will notice that the assessment criteria form a 'continuum of effectiveness'. Therefore, when assessing the learners work rather than assessing the achievement of each criterion separately you should start at the distinction criteria and work backwards to find the point at which the learner meets the targeted criteria.